controlling said at least one intermediate transmission station a first time on the basis of information contained in or communicated to be processed with said first signal, said first step of controlling comprising:

(1) communicating at least some of said first signal to a storage location, said at least some of said first signal including said at least one identification datum; and

(2) storing said at least some of said first signal and said at least one identification datum;

controlling said at least one intermediate transmission station a second time on the basis of information contained in or communicated to be processed with said first signal, said second step of controlling comprising the steps of:

(1) selecting said first signal;

(2) selecting a second signal, said selected second signal containing at least some portion of a mass medium program presentation;

(3) modifying at least some of said second signal; and

(4) transmitting said modified at least some of said second signal; and

outputting said mass medium program presentation at said at least one ultimate receiver station.

6. The method of claim 5, further comprising the step of receiving at said at least one intermediate transmission station a signal containing one from the group consisting of:

(1) local-formula-and-item information;

(2) formula-and-item-of-this-transmission information;

(3) generally applicable video, audio, or print;

(4) an intermediate generation set;

(5) a program instruction set;

(6) meter-monitor information; and

(7) a transmission schedule.

7. The method of claim 5, wherein one of said first signal and said second signal is selected at a selected time, said method further comprising the steps of:

receiving a timing control signal at said at least one intermediate transmission station; and

selecting said one of said first signal and said second signal based on said timing control signal.

8. The method of claim 7, wherein said at least one identification datum is at least part of a timing control signal, said method further comprising the step of receiving a transmission schedule which contains said at least one identification datum or is effective to select said first signal at a selected time based on said at least one identification datum.

9. The method of claim 5, wherein said mass medium program presentation includes video and said selected first signal contains a video image to be presented in combination with or sequentially with video contained in said second signal.

10. The method of claim 5, wherein said mass medium program presentation includes audio and said selected first signal contains a audio to be presented in combination with or sequentially with audio contained in said second signal.

11. The method of claim 5, wherein said mass medium program presentation includes print and said selected first signal contains text or graphic information to be presented in combination with or sequentially with text or graphic information contained in said second signal.

12. The method of claim 5, wherein said second signal is modified on the basis of one or more data or processor control instructions contained in said first signal, said method further comprising the step of inputting at least some of said first signal to a computer.

13. ~~The method of claim 5, wherein said second signal contains higher~~ language code and said second signal is modified by placing information into said higher language code, said method further comprising the step of assembling said higher language code at one of said at least one intermediate transmission station and said ultimate receiver station.

14. The method of claim 5, wherein said second signal contains higher language code which is assembled at said at least one intermediate transmission station and controls said ultimate receiver station, said method further comprising the step of linking assembled higher language code at said at least one intermediate transmission station.

15. A method of signal processing in a network having at least one intermediate transmission station and at least one ultimate receiver station, said method comprising the steps of:

storing a first signal and at least one identification data in said network;

modifying a second signal at said at least one intermediate transmission station based on one or more of said stored first signal and said stored at least one identification data, said modified second signal operating at said at least one ultimate receiver station to output part of a mass medium programming presentation; and

transmitting said modified second signal.

16. The method of claim 15, wherein said mass medium programming presentation is a combined medium presentation and said part is video, audio, print, or a television program segment.

17. A method of signal processing in a network having a plurality of receiver stations, each receiver station being an intermediate transmission station or an ultimate receiver station, said method comprising the steps of:

receiving one or more instruct signals which are effective to:

(a) effect a transmitter station to modify a signal to operate at said plurality of receiver stations to output part of a mass medium program presentation; or

(b) effect a first receiver station to modify a signal to operate at a second of said plurality of receiver stations to output part of a mass medium program presentation;

receiving a transmitter control signal which operates in said network to communicate said one or more instruct signals to a transmitter; and

transmitting said transmitter control signal and at least a first of said one or more instruct signals.

18. The method of claim 17, wherein a command is operative to control transmission of mass medium programming, said method further having one step from the group consisting of:

transmitting said mass medium programming to at least one of said transmitter station and said first receiver station in accordance with said command;

transmitting said mass medium programming from said transmitter station in accordance with said command; and

controlling a selective transmission device to communicate said mass medium programming at said first receiver station in accordance with said command.

19. The method of claim 17, further comprising the steps of:

receiving a transmission schedule; and

transmitting at least one of mass medium programming and a second of said one or more instruct signals according to said transmission schedule.

20. A method of signal processing in a network, said method comprising the steps of:

receiving at a plurality of receiver stations at least one signal transmitted from a remote broadcast or cablecast transmitter station;